

"Our Community, Our Children" 2005

Speakers at "Our Community, Our Children" Urge Greater Support for Community Investment in Children
Children's advocates should make greater use of word-of-mouth advertising to spread the "Invest in Kids" message across the community, said Sue Stepleton, Parents as Teachers National Center CEO told attendees at "Our Community, Our Children" on November 30. Child advocates talk often of the need to build community awareness of the importance of investing in children's services.

She urged advocates to "create a buzz" about Invest in Kids by reaching a broader audience outside the normal circles they work in. "Go beyond the usual suspects," she said.

"With consumers being saturated by media messages, word-of-mouth is a more effective means of marketing than high-cost media campaigns," she said.

Vision for Children at Risk board president Dennis O'Connor, M.D., of SSM Cardinal Glennon Children's Hospital, presented closing comments. "We are not here tonight to simply recommend that we invest in kids, we are here to say that we must do so."

He welcomed all to join the cause, "The job description of a child advocate does not exclude any applicant. There are always positions available."

Steve Potter of KWMU-FM was emcee for the evening.